

“Wherever the art of medicine is loved,  
there is also a love of humanity”

– Hippocrates

# The New Art of Medicine Workshop

August 10 – 12, 2018

Tucson, Arizona

Accredited by the Foundation for Care Management

*20 AMA PRA Category 1 Credits™*

*20 Nursing Contact Hours*

Mastering the Interface of Science with Humanity  
for 21<sup>st</sup> Century Medicine

## If you aspire to:

- Optimize patient outcomes – long-term
- Truly differentiate your practice
- Maximize patient loyalty
- Enhance professional satisfaction
- Improve income...

Then, this workshop is for you

## Course Details

Evidence-based medicine, electronic communications, availability of information on the internet, cost control, and societal trends have affected every aspect of medical care. Despite all these changes, the importance of the practitioner-patient relationship remains a constant. While the ways of communication have evolved dramatically over the past two decades, the face-to-face role of the practitioner and the patient has not.

In fact, the complaints voiced by patients, family and friends are seldom about the dearth of technology but about its excesses. Our computer-generated record and image of the patient, the 'virtual patient', threatens to become the focus of our attention, while the real patient is neglected. Moreover, 75% of the maladies that now cause your patients to consult with you are largely preventable or remediable through health behavior change. Sadly, 72% of patients fail to adhere to your recommendations and therapies!

Recognizing this, physician and hospital oversight organizations have responded: The Institutes of Medicine defines your patient's *experience* as an important domain of quality; *compassion*, *empathy*, and *communication* are areas of focus for CG-CAHPS and HCAHPS scores; patient's ratings of your communications & caring are heavily weighted in pay-for-performance provider plans. Additionally, the most patient-centric practitioners generate significantly lower diagnostic and therapeutic costs.

Why? What's missing most are core competencies that can be categorized as the 'art' of medicine. The most effective and successful practitioners in 21st century medicine will master the New Art of Medicine, to achieve a balance between science and art, logic and imagination, evidence and belief, outward beauty and inward meaning.

The New Art of Medicine Workshop is a practical, hands-on, and highly experiential program intended to engage, stimulate, and enlighten – all in an immersive learning environment. This very intensive, evidence-based, two-and-a-half-day workshop utilizes multiple learning modalities.

## Course Objectives

1. Examine personal and professional values that underlie behaviors that interfere with healing and those that enhance healing
1. Demonstrate true Collaborative Partnership skills that improve patient adherence
2. Implement the principles of holistic medicine and give clinical practice examples that help practitioners address the unity of body, mind, spirit and the systems in which patients live
3. Demonstrate patient-centric skills that improve effective communication, empathy, and a feeling of partnership between doctor and patient.
4. Practice new communication skills that establish rapport; the characteristics of 'helping' communication; problem patients
5. Incorporate narrative medicine skills that integrate patients' stories with evidence-based science, and shed light on the social and interpersonal aspects of the practitioner-patient interaction which can also greatly affect healthcare outcomes
6. Motivational Interviewing skills to facilitate behavior changes in patients
7. Practice the human qualities of caring in a clinical practice: compassion, empathy, humility, respect & gratitude
8. Implement guided patient experience techniques in a clinical practice that improve clinical outcomes & patient loyalty
9. Incorporate Nature, Humor, Art and Creativity into a clinical practice to bring balance and healing potential to both the patient and the caregiver
10. Practical rituals & ceremonies that enhance meaning and improve sustainability to desired lifestyle and behavior changes. Describe how the powerful placebo responses can change the chemistry of the human brain
11. The Caregiver as Change Agent – practice the principles of inspired leadership in a clinical practice, to facilitate change by incorporating hope, belief, visualization techniques, direction, support, inspiration and motivation.

# Agenda

**FRIDAY: 8:00 a.m. – 4:00 p.m.**

## Registration

### Introduction to the New Art of Medicine:

- The Hero's Journey - the Past, the Present, and the Possible

### The Insightful Practitioner

- Exploring practitioner values and behaviors which interfere with healing and those that enhance healing

## Break

### The Holistic Practitioner

- Why you can't care for one human dimension (physical) while ignoring the others (intellectual, emotional, spiritual)

## Lunch

### The Quintessential Practitioner

- Getting Better at Compassion, Empathy, Gratitude, Humility, and Respect

### It's All About the Relationship

- Redefining the Patient-Provider Relationship for the 21st Century

## Break

### Person-Centric Medicine

- Essential Approaches that Keep the *Patient* at the Center of Your Professional Universe

**SATURDAY: 8:00 a.m. – 4:00 p.m.**

## Narrative Medicine

- Integrating the Science of Medicine with Your Patient's Stories

## Break

### Change Talkers

- Practical Communication Techniques that Help Patients Effectively Change Behavior & Lifestyle

## Lunch

### Therapeutic Talkers

- Pragmatic Approaches that Enhance the Therapeutic Relationship and Improve Clinical Outcomes

## Break

### Experiential Medicine

- Make Every Patient Encounter a Meaningful, Memorable and Transformative Experience

**SUNDAY: 8:00 a.m. – 12:15 p.m.**

## Rituals & Ceremonies in Medicine

- Changing the Chemistry of Your Patients' Brains

## Creative Caring

- Incorporating Art, Nature, Humor, and Imagination as Novel Wellness Tools

## Break

### The Practitioner as Change Agent

- The 7 Steps to Transforming Patients' Health...and Their Lives

# Workshop Reviews

**YOUR PEERS RATE IT A 9.9 OUT OF A POSSIBLE 10!**

- "Excellent. I want to attend it again." – Jeff Zuckerman, M.D.
- "The experience of this course is priceless. I was taught things that no other CME has done before. This course gives you in-depth knowledge on how to help "empower" the clinician and patient to create healthy, meaningful and lasting change in healthcare!" – Nishath Hakim, M.D.
- "Outstanding! This conference is very thought-provoking & inspirational in contrast to most conferences." – Debbie Saint, M.D.
- "Completely different! Amazing, with intimacy and continuous engagement." – Jay Pennock, M.D.
- "I most enjoyed the presentation of the information. The inventiveness was something that brought everything home. Also, the instruction on how medicine should be a partnership not a dictatorship." – Peter Fotinos, M.D.
- "From beginning to end, every piece of information surpassed my expectations and it gave me tools to be a better physician. This is a unique and original conference which I see as indispensable for physicians willing to practice 21st century medicine." – Jorge Pelaez, M.D.

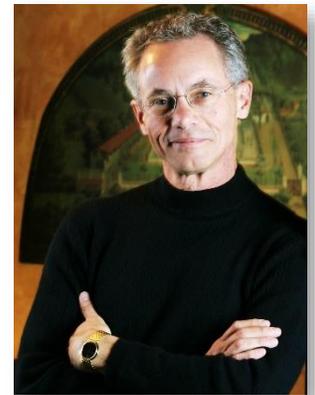
# Your Presenter

## Gregory W. Petersburg, D.O.

Lifestyle & Proactive Aging Medicine

Owner/Developer Living Younger Lifestyle Medicine System

Dr. Gregory Petersburg is a popular international speaker, educator, and consultant for physicians, medical professionals, and the public on lifestyle, proactive aging medicine, the 'art' of medicine and providing unique patient experiences.



With expertise as a clinician, lifestyle coach and practice consultant to hundreds of lifestyle clinics across the country he brings a plethora of knowledge and experience to the human dimension of a medical practice. He teaches the power of creating patient & practitioner experiences that create lifetime relationships for you and your patients and life-transforming change in patients' lives.

# Accreditation Statement

AMA PRA Category 1 Statement: This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the Foundation for Care Management (FCM). FCM is accredited by the ACCME to provide continuing medical education for physicians. Physicians may only claim those hours in actual attendance. FCM designates this educational activity for a maximum of 17 AMA PRA Category 1 credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Nursing Statement: The Foundation for Care Management is an approved provider of continuing nursing education by the Washington State Nurses Association Continuing Education Approval and Recognition Program (CEARP), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. FCM designates this educational activity for a maximum of 17 Nursing Contact Hours.



## Hilton El Conquistador Resort Tucson, Arizona

Discover a desert oasis. This AAA Four Diamond resort is nestled in the foothills of the Santa Catalina Mountains. Lush desert terrain, tropical drinks and southwestern décor welcome your arrival to the foothills of the Santa Catalina Mountains. Enjoy miles of equestrian, birding and hiking trails at Catalina State Park and Coronado National Forest.

- Nestled among 500 acres of Sonoran Desert terrain
- 5 swimming pools featuring a 143-foot waterslide, kids' pool, hot and cold jetted tubs
- 45 holes of championship golf and 31 tennis courts
- Four restaurants with a variety of dining

*“Even the best practitioners of pure science are incomplete physicians.  
To be complete physicians we must appreciate and excel in the art of medicine.  
To be complete healers we must appreciate and excel in the art of caring.”*

- Richard Colgan, M.D.

The science of medicine provides a necessary foundation for a successful practice. The New Art of Medicine Workshop builds on another solid and equally necessary foundation for the unique demands of 21<sup>st</sup> century medicine; effectively guiding patients to sustainable healthy lifestyle changes. This workshop adds new skills that go beyond the science of medicine to embrace the art of medicine.

This evidence based, hands-on workshop is for you if you aspire to optimize and sustain patient outcomes, differentiate your practice, maximize patient loyalty, and improve professional satisfaction and income. The unique & creative format for this interactive, multi-media workshop is unlike any program you have ever encountered. Due to the hands-on, participatory format the workshop capacity is limited to 20 attendees.

**Don't miss your opportunity to join in a premiere learning experience!**

Seating is very limited and will sell out. Register today  
We look forward to seeing you there!

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